Special Effect Inks
Special effect inks

- Prevent forgery and falsification
- Provide security validation
- Increase product image
- Enhance special features
# Special effect inks

## Part 1

<table>
<thead>
<tr>
<th>Product</th>
<th>UV Screen</th>
<th>UV Flexo</th>
<th>UV Offset</th>
<th>UV LP</th>
<th>WB Flexo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visible Fluorescent</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ●</td>
<td>● ●</td>
<td>● ● ●</td>
</tr>
<tr>
<td>Invisible UV fluorescent</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
</tr>
<tr>
<td>Thermochromic</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>●</td>
<td>●</td>
<td>● ●</td>
</tr>
<tr>
<td>Prismatic Effect Inks</td>
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<td>● ● ●</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Scratch off</td>
<td>-</td>
<td>● ● ●</td>
<td>-</td>
<td>-</td>
<td>● ● ●</td>
</tr>
<tr>
<td>OVS/OVI</td>
<td>● ● ●</td>
<td>● ●</td>
<td>-</td>
<td>-</td>
<td>● ●</td>
</tr>
<tr>
<td>Laser Markable Inks</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ●</td>
<td>● ●</td>
<td>-</td>
</tr>
</tbody>
</table>

- ● ● ● Highly recommended
- ● Limited use
- - Not recommended
# Special effect inks

## Part 2

<table>
<thead>
<tr>
<th>Product</th>
<th>UV Screen</th>
<th>UV Flexo</th>
<th>UV Offset</th>
<th>UV LP</th>
<th>WB Flexo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phosphorescent</td>
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<td>● ●</td>
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<td>-</td>
<td>● ●</td>
</tr>
<tr>
<td>Black IR</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
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<tr>
<td>Magnetic</td>
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<td>● ● ●</td>
<td>● ● ●</td>
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<tr>
<td>Conductive</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>● ● ●</td>
</tr>
<tr>
<td>Photochromic</td>
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<td>● ● ●</td>
<td>● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
</tr>
<tr>
<td>Invisible IR fluorescent</td>
<td>● ● ●</td>
<td>● ● ●</td>
<td>● ●</td>
<td>● ● ●</td>
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<tr>
<td>Touch´n Smell</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>● ● ●</td>
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<tr>
<td>Coin Ink</td>
<td>● ●</td>
<td>● ●</td>
<td>● ●</td>
<td>● ● ●</td>
<td>● ● ●</td>
</tr>
</tbody>
</table>

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Special effect inks

- HolographINK
  - Brings a new and innovative label effect
  - Unique product offerings, can not be duplicated
  - Eye catching, attract consumers to your brand
  - Image is created via a printing plate
  - UV curable ink or adhesive is used
  - Holographic image is laminated over wet uncured ink or adhesive
  - Pass through UV lamp and ink or adhesive cures through foil, and bonds holographic material to base substrate creating a holographINK image
Special effect inks

- Invisible IR fluorescent
  - Invisible in daylight – activated in IR light and detected/seen in UV light
  - When activated Green
  - Can be used to prevent falsification or as a detection ink

- Black IR
  - Visible or invisible in IR scanners
  - Print barcode with an normal black ink and over print it with a pattern of an IR invisible ink. The barcode will now be readable with an IR scanner but impossible to copy in a normal copy machine
  - The IR invisible ink can be printed as a barcode, which will give a non readable barcode in an IR scanner but a copied fake would be readable
Special effect inks

- Lasermarkable ink
  - Lasermarkable ink is printed on label or pack
  - This is later overprinted by Laser, creating barcodes, codes or VIP information that is needed.
  - Technology is faster, more robust, versatile compared to ink jet, direct thermal and thermal transfer
  - Laser-markable ink can be formulated to be printed using UV Flexo, UV screen, WB flexo as well UV Letterpress
  - is especially developed for being marked by low-energy laser
  - will change colour from white to black. The colour-change is an imaging process as opposed to an ablation process.
Special effect inks

▪ Magnetic
  - Guiding ink in connection with a magnetization reading device
  - Not intended to replace strips of magnetic tape to store information
  - Can be used for tickets, for checking authenticity

▪ Conductive
  - Ink with high electrical resistance
  - Can be used as a security ink with a special electrical pen or as a guiding-ink for digital signals.
  - Can be used for tickets, for checking authenticity
Special effect inks

- Prismatic Effect Inks
  - Provide a holographic effect
  - Can be used for security & Brand protection
  - Available in UV & Solvent based flexo
  - Very high cost ink!
Special effect inks

- Phosphorescent
  - Glow in the Dark, after glow effect
  - 2-Pack systems
  - Multiple colours available
  - High film weights, best results

- Thermochromic Inks
  - Inks will change colour depending on temperature
  - Reversible Colours available in all Print Technologies
  - Irreversible Colours limited temperatures & Colours
Special effect inks

- Visible Fluorescent Inks
  - Visible fluorescent inks provide bright, vivid colours
  - Available in all Print Technologies and a wide range of brilliant colours.

- Invisible Fluorescent Inks/Varnishes
  - Will glow when exposed to UV Black Light
  - Available in all Print Technologies
  - Shades Blue, Yellow, Red, Green, White
Special effect inks

- Coin inks
  - Activated when rubbed with a coin changing from invisible to colour
  - Water based flexo available in Black, Red, Blue, Green
  - Black available in all Print Technologies

- Photochromic
  - Color changes when exposed to UV light source.
  - Available in various colors.
  - High film weights best effect
Special effect inks

- Scratch off Water Based Flexo
- Scratch off UV Flexo
  - Hidden message – release barrier – scratch off ink (one or two layers)
  - Can be used for tickets in magazine inserts and direct mail materials for amusement and promotional purpose

- Optical Variable Inks (OVI)
  - Effect pigments
  - Colour changing
  - Sparkling
  - Metallics
  - Pearlescents
Various scents can be created and printed on a label to provide product recognition.

Built on encapsulation technology, a Standard range as well as fully Customer specific scents available.

Available in Water based Flexo (ink & Varnish)

- Vegetable scents
- Food scents
- Spice scents
- Fruit scents
- Wood scents
- Christmas scents